AUTHOR INDEX, VOLUME 16 (1988)

Antoine, Jacques,
Forecasts or barometers? Pointers to French polling,
16(3), pp. 150–158.
Armstrong, Clive,
Sports sponsorship: A case-study approach to measuring its effectiveness,
16(2), pp. 97–103.

Banting, P.M., see **W.H. Mahatoo.**
Barnard, Philip,
The triad in New York: Eclecticism, culture and high tech,
16(4) pp. 200–207.
Bartram, Mary and **Peter Bartram,**
Ethical dilemmas of the market researcher: Where do we now draw the line?
16(4), pp. 208–214.
Bartram, P., see **M. Bartram.**
Bonvini Furlanetto, Vanna,
The 1987 ESOMAR membership survey,
16(1), pp. 50–63.
Bowles, Tim,
Does classifying people by lifestyle really help the advertiser?,
16(1) pp. 17–24.

Callaghan, Bill and **Charles Ilsley,**
The British public and privatisation: Researching for the TUC,
16(3), pp. 165–170.

Debomy, Daniel,
Postscript... '1992: The research market and the research industry',
16(4), p. 254.

Goodyear, Mary,
ESOMAR Seminar in Cairo: Arabian insights,
16(2), pp. 137–139.
Grunert, Klaus,
Research in consumer behaviour: Beyond attitudes and decision-making,
16(3), pp. 172–183.

Hansen, Jochen,
How problematic are random responses in panel studies?,
16(1), pp. 34–41.

Ilsley, C., see **B. Callaghan.**

Kaiser, Bo P.,
Marketing research in Sweden,
16(1), pp. 64–70.
King, James P.,
Cross-cultural reactions to advertising: The promise of nonverbal, continuous measurement,
16(1), pp. 10–16.
Korobeinikov, Valery,
Perestroika in the Soviet Union: The press and public opinion,
16(1), pp. 46–49.
Korobeinikov, Valery,
Opinion polls in the Soviet Union: Perestroika and the public,
16(3), pp. 160–162.

Laborie, Jean-Louis,
European Research becomes *Marketing and Research Today,*
16(4), p. 199.

Mahatoo, Winston H. and **Peter M. Banting,**
Breathing new life into the Lung Association,
16(4), pp. 247–253.
Marcotty, Thomas,
Postscript... 'Tom & Jerry',
16(1), p. 72.
McDonald, Colin,
Understanding needs measurement,
16(1), pp. 5–8.
Mohn, N. Carroll,
Machiavellian marketing research,
16(3), pp. 145–148.

Nijburg, Danny A.,
Graphics software: Packaging your presentations,
16(2), pp. 118–135.

Otker, Ton,
Exploitation: The key to sponsorship success,
16(2), pp. 77–86.

Queirós, Luis and **J.L. Santos Lima,**
Marketing research in Portugal,
16(3), pp. 185–191.

Ryssel, Christian and **Erich Stamminger,**
Sponsoring world-class tennis players,
16(2), pp. 110–116.

Sampson, Peter,
Postscript...'When cats are maddened by the midnight dance',
16(3), p. 196.
Samrén, Ivar,
Service strategies in practice,
16(1), pp. 27–33.
Santos Lima, J.L., see **L. Queirós.**
Stamminger, E., see **C. Ryssel.**

Van Vliet, Joop,
Postscript...'Talking heads',
16(2), p. 140.
Van Vliet, Joop,
Media research in Madrid: How far can we go?,
16(3), pp. 192–194.
Van Vliet, Joop,
The taming of the RpC,
16(4), pp. 226–234.
Van Wymeersch, Dominique,
Selectivity revisited: The meritivity index,
16(4), pp. 237–243.
Von Keitz, Beate,
Eye-movement research: Do consumers make use of the information offered?
16(4), pp. 217–224.

Webb, Norman,
Evolution and change in political opinion polling,
16(1), pp. 42–45.
Wolton, Claude,
Arts sponsorship: Harmony or discord?,
16(2), pp. 87–94.
Wright, Roger,
Measuring awareness of British football sponsorship,
16(2), pp. 104–108.